



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name Fitness Challenge

Contact Information

Main Contact Person Christina Hoppe
Title of Main Contact Community Outreach Worker
Agency Affiliation of Contact Western Racine County Health Department
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Program Information

Type of Program Health Dept
Year Coalition was Formed This particular challenge - 2001
Primary program focus Both Physical Activity & Nutrition
Region Southeastern
County western Racine County
Coalition Web Site Address HD website www.wrchd.org

Program Information

Represented Groups on Coalition Business Community Faith-Based Health Care Health Dept Schools	Represented Professions on Coalition Business Child Care Citizen Rep Educator Nurse Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name Fitness Challenge

Intervention Information

Type of Intervention:	Physical Activity & Nutrition Event
Focus Area:	General Physical Activity & Nutrition
Intervention Site or Setting:	Community
Scope of Intervention:	Other
Target Audience:	All races and genders Ages 20-39, 40-59, 60-74, 75 +
Total Population in Area Served:	55,000
Number of Participants:	778
Implementation Status:	8 weeks in the spring of each year

Partners:	Schools Businesses Hospital/Clinics Neighborhood groups Daycare center
Unique Funding:	
Evaluation:	Health Indicator & Service Provision Impact on Knowledge & Behavior One -time
Evidence-Based or Best Practice based on	

Products Developed or Materials Used:

Weekly Health Topic Newsletter Individual Scorecard Points Guidelines

Intervention Description:

Agency registers as participant Teams of four established Points recieved for healthy activities:5 veg/ fruit consumption, daily exercise, wt loss, water intake, stress relief activities, donate blood, check BP..... Weekly team winner Final organization and final team winners

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